

**Minutes
Town of Lake Park, Florida
Community Redevelopment Agency
Board Meeting
Wednesday, September 5, 2018, 6:30 p.m.
Town Commission Chamber, 535 Park Avenue**

The Community Redevelopment Agency Board met for a regular meeting on Wednesday, September 5 2018 at 6:30 p.m. Present were Chair Michael O'Rourke, Vice-Chair Kimberly Glas-Castro, Board Members Rhonda "Jo" Brockman, Erin Flaherty, Anne Lynch, and Roger Michaud, Executive Director John D'Agostino, Agency Attorney Thomas Baird, and Agency Deputy Clerk Shaquita Edwards. Board Member Christiane Francois was absent.

Agency Deputy Clerk Edwards performed the roll call and Vice-Chair Glas-Castro led the pledge of allegiance.

Special Presentation/Report:

1. Dedicated IT Status Update on 754 Park Avenue.

Adam Steinhoff, and Erin Underhill of Dedicated IT presented an update of the proceedings at 754 Park Avenue (see Exhibit "A"). Board Member Brockman asked for clarification regarding the \$50k deposit required for Seacoast Utilities. Mr. Steinhoff explained that the amount of \$50k was necessary to complete alterations to existing infrastructure. Chair O'Rourke thanked Mr. Steinhoff, and Mr. Underhill for their presentation.

Public Comment:

None

Consent Agenda:

2. Approval of CRA Board Meeting Minutes of June 6, 2018.

3. Special Call CRA Budget Meeting Minutes of August 20, 2018.

Motion: Vice-Chair Glas-Castro moved to approve the consent agenda; Board Member Michaud seconded the motion.

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Erin Flaherty	X		
Board Member Christiane Francois			Absent
Board Member Roger Michaud	X		
Board Member Anne Lynch	X		

Board Member Rhonda “Jo” Brockman	X		
Vice-Chair Kimberly Glas-Castro	X		
Chair Michael O’Rourke	X		

Motion passed 6-0.

NEW BUSINESS:

4. Resolution No. 46-08-18 Accepting the Community Redevelopment Agency Budget for Fiscal Year 2018/2019.

Executive Director D’Agostino briefly presented the CRA Budget for Fiscal Year 2018/2019 (see Exhibit “B”). He explained that funding in the amount of \$25k was added in Schedule 2 for small businesses to fill vacancies that exist in the commercial areas of Park Avenue. Additionally, he explained that funding in the amount of \$25k was added in Schedule 4 for economic incentives for educational courses for local entrepreneurs. He explained that funds were appropriated for the branding of the CRA. He announced that there was a final occupancy permit issued for 801 Park Avenue. Vice-Chair Glas- Castro asked for clarification regarding the amount for property marketing, networking, and consulting of revised budget. Executive Director D’Agostino explained that the budgeted amounts for those items were based on previous fiscal years. Vice-Chair Glas- Castro referred to the August 20, 2018 Special Call CRA Meeting, she explained that the Board did not take action regarding the budgeted amount of \$90k for a marketing plan. Executive Director D’Agostino provided clarification, he explained that the Town would retain a marketing firm to establish a marketing plan for the CRA. Discussion ensued regarding the preferred use of \$90k for business incentives to attract new businesses to the CRA. Per Consensus of the CRA Board, Executive Director D’Agostino would prepare amendments to the CRA Budget and present them at the future public budget meetings.

Motion: Board Member Flaherty moved to approve Resolution No. 46-08-18 per amendments to be reviewed at future public budget meetings; Board Member Lynch seconded the motion.

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Erin Flaherty	X		
Board Member Christiane Francois			Absent
Board Member Roger Michaud	X		
Board Member Anne Lynch	X		
Board Member Rhonda “Jo” Brockman	X		
Vice-Chair Kimberly Glas-Castro	X		
Chair Michael O’Rourke	X		

Motion passed 6-0.

5. Resolution No. 49-09-18 Authorizing the Executive Director to Renew Property & Casualty Insurance Coverage from the Preferred Governmental Insurance Trust for the Community Redevelopment Agency for Fiscal Year 2019.

Executive Director D’Agostino introduced Human Resources Director/Assistant Town Manager Bambi McKibbon-Turner. Ms. McKibbon-Turner presented to the CRA Board (see Exhibit “C”). Mr. Rodney Lewis of the Gehring Group, addressed the CRA Board and elaborated the presentation of Ms. McKibbon-Turner. Vice-Chair Glas-Castro thanked Mr. Lewis for working to keep costs down for the CRA.

Motion: Board Member Michaud moved to approve Resolution No. 49-09-18; Board Member Flaherty seconded the motion.

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Erin Flaherty	X		
Board Member Christiane Francois			Absent
Board Member Roger Michaud	X		
Board Member Anne Lynch	X		
Board Member Rhonda “Jo” Brockman	X		
Vice-Chair Kimberly Glas-Castro	X		
Chair Michael O’Rourke	X		

Motion passed 6-0.

6. Discussion Concerning Hiring a Marketing Firm to Help Market the Lake Park Community Redevelopment Area.

Executive Director D’Agostino explained the item for discussion (see Exhibit “D”). He suggested that the CRA review the marketing processes of similar CRA Districts. Discussion ensued regarding piggy backing a previous contract of a municipal government, and drafting a competitive solicitation. Per Consensus of the CRA Board, Executive Director D’Agostino would proceed with forwarding letters of interest to marketing firms.

EXECUTIVE DIRECTOR REPORT:

Executive Director D’Agostino announced a potential request for proposals for the West end of Park Avenue (10th Street and Park Avenue). He explained that the request for proposals would consolidate the four properties, and that information would be forthcoming.

BOARD MEMBERS COMMENTS:

Board Member Francois was absent.

Board Member Brockman had no comments.

Board Member Lynch had no comments.

Board Member Flaherty had no comments.

Board Member Michaud had no comments.

Vice-Chair Glas-Castro had no comments.

Chair O'Rourke had no comments.

ADJOURNMENT

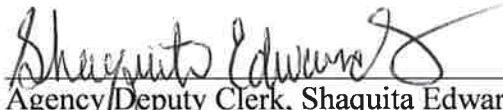
There being no further business to come before the CRA Board and after a motion to adjourn by Vice-Chair Glas-Castro and seconded by Board Member Flaherty, and by unanimous vote, the meeting adjourned at 7:54 p.m.



Chair, Michael O'Rourke



Agency Clerk, Vivian Mendez, CMC



Agency/Deputy Clerk, Shaquita Edwards



Town Seal

SEAL

Approved on this 6 of March, 2018

Exhibit "A"

754 Park Ave.



Progress

- Purchased building in July of 2017.
- Selected, and hired professionals (Milcor Group for Civil Engineering and Metro Design Group for Architecture)
- Complete redesign of the building and full site plan approved by Town in late 2017.
- Obtained leases with Brewery, Restaurant and Dedicated IT in early 2018.
- Obtained final construction numbers and selected General Contractor in early 2018.
- Initiated appraisal process with Valley National Bank.

Major Hurdle – FPL Power Lines

- During review of the building plans, it was identified that our roof top area and our fire escape was too close to the FPL power lines.
- Architect redesigned building by moving fire escape stairs inside building, and moving roof top area away from power lines.
- This resulted in higher build costs (internal concrete stairs rather than external metal), and less rentable square footage.
- In order to keep finances in order, rent was increased per square foot.
- Restaurant backed out.
- Appraiser could not continue because of new square footage calculations and discrepancy in leases.
- Delays due to inexperience in this area.

Next Steps

- Hired a consultant to assist with communication between general contractor, architect and appraiser.
- New restaurant group identified who is interested in leasing space.
- Working with Seacoast Utilities to finance the estimated \$50k deposit required to submit for building permits.
- Complete appraisal and execute construction loan with bank.
- Begin construction.

Questions/Comments?

Exhibit "B"

TOWN OF LAKE PARK

PROPOSED BUDGET

COMMUNITY REDEVELOPMENT AGENCY

FISCAL YEAR

October 1, 2018 through September 30, 2019

**TOWN OF LAKE PARK - ANNUAL BUDGET
COMMUNITY REDEVELOPMENT AGENCY (CRA)**

BUDGET SUMMARY

FISCAL YEAR 2018-19

Schedule 1

	Actual Expenses 2015-16	Actual Expenses 2016-17	Budget 2017-18	Estimate for the Year 2017-18	Department Proposed 2018-19	Manager Proposed 2018-19	Adopted Budget 2018-19
Revenue	602,438	743,323	884,882	881,702	1,001,187	1,001,187	-
Personal Services	66,442	136,087	177,591	177,591	183,108	183,108	-
Operating Expenses	203,431	204,804	415,132	406,471	276,405	457,575	-
Capital Outlay	-	-	29,330	35,000	-	-	-
Debt Service	165,804	224,049	260,579	260,576	260,504	260,504	-
Non-Operating	-	-	2,250	-	100,000	100,000	-
Total Expenses	435,677	564,940	884,882	879,638	820,017	1,001,187	-
Surplus (Deficit)	166,761	178,383	-	2,064	181,170	-	-

2018/19 Increment	\$	77,356,185
Town Millage		5.3474 \$ 392,972
Palm Beach County Fire/Rescue Millage		3.4581 \$ 254,130
Palm Beach County Millage		4.7815 \$ 351,385
TOTAL	\$	998,487

TOWN OF LAKE PARK - ANNUAL BUDGET
COMMUNITY REDEVELOPMENT AGENCY (CRA)
DEPARTMENTAL BUDGET DETAIL

FISCAL YEAR 2018-19

Schedule 2

ACCOUNT NUMBER	DESCRIPTION	ACTUAL 2015-16	ACTUAL 2016-17	CURRENT YEAR BUDGET 2017-18	ACTUAL AS OF 6/30/2018	ESTIMATE FOR THE YEAR 2017-18	THE DEPT. PROPOSED BUDGET BY 2018-19	TOWN MGT. PROPOSED BUDGET 2018-19	ADOPTED BUDGET 2018-19
REVENUES									
110-311.115	Ad Valorem Taxes - County	210,238	257,251	310,455	307,994	307,994	351,385	351,385	
110-361.120	Interest Income - Bus. Dev. Loans	767	510	1,000	232	348	1,000	1,000	
110-369.100	Miscellaneous Revenue			1,700	-	1,633	1,700	1,700	
110-369.300	Refund Prior Year Expense			-		-	-	-	
110-381.001	Transfer from General Fund	391,433	485,562	571,727	571,727	571,727	647,102	647,102	
	TOTAL REVENUE	602,438	743,323	884,882	879,953	881,702	1,001,187	1,001,187	
EXPENDITURES									
110-55-552-520-19900	Wages Reclassified	66,442	136,087	177,591	176,605	177,591	183,108	183,108	
110-55-552-520-25100	Unemployment Compensation	-	-	-	-	-	-	-	
	TOTAL PERSONNEL EXPENSES	66,442	136,087	177,591	176,605	177,591	183,108	183,108	
110-55-552-520-31000	Professional Services	2,530	10,020	40,000	55,250	40,000	40,000	115,000	
110-55-552-520-31100	Professional Services - CRA Attorney	6,916	5,750	10,000	3,150	10,000	10,000	10,000	
110-55-552-520-34000	Contractual Services	76,757	78,349	98,000	98,000	98,000	98,000	179,170	
110-55-552-520-34901	Administrative Fee	70,000	70,000	70,000	52,500	70,000	73,000	73,000	
110-55-552-520-34910	Bad Debt Expense	-	-	-	-	-	-	-	
110-55-552-520-40000	Travel & Training	111	7,273	7,000	469	5,000	7,000	7,000	
110-55-552-520-41200	Postage & Shipping	8	8	1,000	-	-	1,000	1,000	
110-55-552-520-43000	Utilities	13,766	13,061	12,000	9,085	12,000	12,000	12,000	
110-55-552-520-43250	Garbage & Trash	6,541	538	1,000	528	1,000	1,000	1,000	
110-55-552-520-44100	Equipment Rentals	599	-	2,000	605	1,200	2,000	2,000	
110-55-552-520-45000	Insurance	8,291	8,329	10,000	8,308	8,308	10,000	10,000	
110-55-552-520-46000	Repair & Maintenance	8,875	6,020	12,300	-	12,300	12,300	12,300	
110-55-552-520-47000	Printing	-	49	500	-	-	500	500	
110-55-552-520-48000	Promotional Activity	-	-	10,000	10,000	15,000	-	-	
110-55-552-520-48100	Advertising	443	146	5,000			5,000	5,000	

**TOWN OF LAKE PARK - ANNUAL BUDGET
COMMUNITY REDEVELOPMENT AGENCY (CRA)**

DEPARTMENTAL BUDGET DETAIL

FISCAL YEAR 2018-19

Schedule 2

ACCOUNT NUMBER	DESCRIPTION	ACTUAL 2015-16	ACTUAL 2016-17	CURRENT YEAR BUDGET 2017-18	ACTUAL AS OF 6/30/2018	ESTIMATE FOR THE YEAR 2017-18	THE DEPT. PROPOSED BUDGET BY 2018-19	TOWN MGT. PROPOSED BUDGET 2018-19	ADOPTED BUDGET 2018-19
110-55-552-520-48101	Office Supplies	-	-	250	-	-	250	250	
110-55-552-520-48102	Operating Expenses	3,874	416	250	-	-	250	250	
110-55-552-520-52000	Operating Supplies	-	-	2,475	204	306	2,475	2,475	
110-55-552-520-54200	Memberships, Dues, & Subscription	795	920	920	920	920	1,630	1,630	
110-55-552-520-82113	Grant - Artists of Palm Beach County	3,925	3,925	-	-	-	-	-	
110-55-552-520-82118	Grants	-	-	132,437	75,242	132,437	-	25,000	
	TOTAL OPERATING EXPENSES	203,431	204,804	415,132	314,261	406,471	276,405	457,575	
110-55-552-520-63000	Improvements other than buildings	-	-	50,000	3,706	35,000	-	-	
110-55-552-520-64100	Machinery & Equipment	-	-	29,330	-	-	-	-	
	TOTAL CAPITAL OUTLAY	-	-	29,330	3,706	35,000	-	-	
110-55-552-520-91010	Transfer to General Fund - ILA	169,325	169,256	169,256	169,256	169,256	169,183	169,183	
110-55-552-520-91030	Transfer - ILA 2009	(3,521)	54,793	91,320	91,320	91,320	91,321	91,321	
110-55-552-520-99901	Unappropriated	-	-	-	-	-	-	-	
	TOTAL DEBT SERVICE	165,804	224,049	260,579	260,576	260,576	260,504	260,504	
110-55-552-520-82111	Economic Incentive (BIB)	-	-	2,250	-	-	100,000	125,000	
110-55-552-520-96200	Unrealized Gain/Loss on Invest	-	-	-	-	-	-	-	
110-389.900	Fund Balance Surplus	-	-	-	-	-	-	-	
	TOTAL OTHER EXPENSES	-	-	2,250	-	-	100,000	100,000	
	TOTAL CRA EXPENDITURES	435,677	564,940	884,882	755,148	879,638	820,017	1,001,187	
	SURPLUS/(DEFICIT)	166,761	178,383	-	124,805	2,064	181,170	-	

**TOWN OF LAKE PARK - ANNUAL BUDGET
COMMUNITY REDEVELOPMENT AGENCY (CRA)
EXPENSE DETAIL & ANALYSIS
FISCAL YEAR 2018-19**

Schedule 4

Account #	Account Name	Task, Description, and/or Vendor	Cost
520-19900	Wages Reclassified	25% of the Town Manager, 15% of the Human resources Director, 15% of the Finance Director, 10% of the Assistant to the TM, 10 % of the Grants Writer, 5% of the Town Clerk and the Deputy Town Clerk, 10% of the Public Works Director, 10% the Project Manager, 10% of the Grounds Maintenance Foreman, 10% of the Irrigation Tech 2, 15% of the Community Development Director, 40% of the Special Events Director, 20% of the Special Events Coordinator, and 20% of the Recreation Supervisor.	\$ 179,108
		TOTAL PERSONNEL EXPENSES	\$ 179,108
520-31000	Professional Services	Property marketing, networking, and consulting (\$15,000), Marketing Plan \$90,000	\$ 115,000
520-31100	Prof. Ser. - Attorney	Town Attorney	10,000
520-34000	Contractual Services	Terracon Services, Inc. landscape maintenance (\$97,105), Web hosting (\$895),	179,170
520-34901	Administrative Fee	Services provided the CRA by other Town staff members	73,000
520-40000	Travel & Training	Staff to FRA Conference	7,000
520-41200	Postage & Shipping	Miscellaneous items	1,000
520-43000	Utilities	FP&L and Seacoast Utility Authority	12,000
520-43250	Garbage & Trash	SWA Fee	1,000
520-44100	Equipment Rentals	Lift for decorations, etc.	2,000
520-45000	Insurance	Property and Casualty	10,000
520-46000	Repair and Maintenance	Irrigation system repairs (\$1,800), reset of plant materials (\$10,000), 800 Park Building (\$500)	12,300
520-47000	Printing		500
520-48100	Advertising		5,000
520-48101	Office Supplies		250
520-48102	Operating Expenses		250
520-52000	Operating Supplies	Irrigation materials (\$1,200), fertilizer (\$1,275)	2,475
520-54200	Memberships, Dues, & Subscriptions	Florida Redevelopment Association (\$745) State of Florida (\$175) Chamber of Commerce	1,630
520-82111	Economic Incentive (BIB)	This program will work with local entrepreneurs in the area to grow a concept or idea into a business. The accelerator program provides 6 months helping entrepreneurs bring their ideas to reality through educations, mentorship and micro financing. The first stage is two months long. The Co-Starters curriculum will focus on weekly education courses for enrollees. Fifty six organizations throughout North America adopted this curriculum. A more in-depth explanation of the curriculum can be found here: (https://costarters.co/about/). The cohort based program equips all students with the resources they need to turn an idea into action. The second stage is 4 months of direct mentoring using the Union Software Platform developed by the 1776 accelerator (https://www.1776.vc) and used by global organizations like 500 startups. Utilizing current mentors from Palm Beach Tech and FAU, the program will scale their network group of successful local entrepreneurs to meet the demands of the program. Finally, the third stage is a pitch competition of all qualified graduates with a wide variety of winners receiving cash and in-kind grants sourced the Community. The Program works with financial institutions such as TD Bank, JP Morgan, and First Bank of Palm Beach. Service providers to the program include Locke Lord, Gunster and Dazkal Bolton. The program's goal is to guide 100 local students, community members and aspiring entrepreneurs in four cohorts annually. The expenditure from the CRA budget of \$25,000 will assist 25 students from Lake Park. The goal is to guide cohorts of Twenty Five members in curated programs for specific industry verticals, depending on funding and community partners. The CRA envisions blending technology and art into a vertical program for the CRA. The following Communities are participating in the Entrepreneurial Program: City of Boca Raton. City of Boynton Beach, City of Delray and the Town of Lake Park. Each Community will have a different focus and cohort.	25,000
TOTAL OPERATING EXPENSES			\$ 457,575

LAKE PARK COMMUNITY REDEVELOPMENT AGENCY - ANNUAL BUDGET WORKSHEET
PROPOSED INITIATIVES
FISCAL YEAR 2018-19

Project Title	Description and Justification	Cost
1 Treasure Coast Regional Planning Agency in Market Study/Branding Recommendations	The CRA is seeking to engage the services of a marketing firm to help market the CRA area, which would include putting into effect the recommendations made by Treasure Coast Regional Planning Agency in its Market Study/Branding Finding and Recommendations (e.g., working to attract millennials into the CRA area especially the downtown area, helping to attract businesses into the downtown area and help fill vacant commercial properties), and in general help market Lake Park as a hip area in which to locate.	\$90,000 Included in Budget
2 PBSO Walking Patrols	Propose foot patrols Thursday-Saturday. Thursday 8 p.m.-Midnight (4 hrs.), Friday 5 p.m.-1 a.m. (6 hrs.) and Saturday 5 p.m.-2 a.m. (9 hrs.) = 21 hours/week at \$65/hr. PBSO Detail Rate.	\$81,170 Included in Budget
3		
4		
5		
6		
7		
TOTALS		\$ -

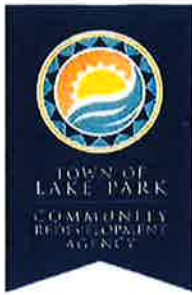


Exhibit "C"

CRA
Agenda Request Form

Meeting Date: September 5, 2018

Agenda Item No. Tab 5

Agenda Title: Resolution Authorizing and Directing the Executive Director to Renew Property and Casualty Insurance Coverage from the Preferred Governmental Insurance Trust for the Community Redevelopment Agency for Fiscal Year 2019

- ☐ Consent Agenda ☐ Discussion/Possible Action
☐ Presentation ☐ Resolution
☒ **Other – New Business**

Approved by: *ACTING* Executive Director: *[Signature]* Date: 8/17/2018

Name/Title

Originating Department: Human Resources	Costs: \$8,308.00 Funding Source: Acct. # 110-55-552-520-45000 <input type="checkbox"/> Finance <i>[Signature]</i>	Attachments: Copy of Gehring Group Community Redevelopment Agency Property, Casualty and Workers' Compensation 2018/2019 Program Evaluation (Exhibit A)
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Summary Explanation/Background:

Fiscal Year 2018 is the seventh full year for which the Community Redevelopment Agency (CRA) has had in place property and casualty liability insurance coverage consisting of Property, Inland Marine, General Liability, and Public Officials Errors and Omissions/Employment Practices Liability insurance. The carrier for such insurance for Fiscal Year 2018 is the Preferred Governmental Insurance Trust (PGIT), and such coverage is due to expire on September 30, 2018. PGIT has presented a renewal rate representing a 0 percent increase over the expiring coverage.

Based upon staff's review of the evaluation provided by Gehring Group, it recommends that property and casualty insurance for the CRA for Fiscal Year 2019 (commencing October 1, 2018) be renewed with PGIT, and recommends approval of this Resolution.

Recommended Motion: I move to adopt Resolution 49-09-18.

RESOLUTION NO. 49-09-18

**A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY
OF THE TOWN OF LAKE PARK AUTHORIZING THE EXECUTIVE
DIRECTOR TO OBTAIN FOR FISCAL YEAR 2019 PROPERTY AND
CASUALTY INSURANCE COVERAGE THROUGH THE PREFERRED
GOVERNMENTAL INSURANCE TRUST; AND PROVIDING FOR AN
EFFECTIVE DATE**

WHEREAS, the Town Commission of the Town of Lake Park has previously created a Community Redevelopment Agency (CRA) pursuant to Section 163.356, Florida Statutes; and

WHEREAS, the Lake Park CRA has all of the statutory powers conferred upon it by Section 163.370, Florida Statutes; and

WHEREAS, the Lake Park CRA has determined that it is in the best interest of the CRA to provide for property and casualty insurance coverage for the CRA for Fiscal Year 2019 consisting of Property, Inland Marine, General Liability, and Public Officials Errors and Omissions/Employment Practices Liability insurance; and

WHEREAS, the Lake Park CRA has reviewed the Community Redevelopment Agency quote provided by the Preferred Governmental Insurance Trust as set forth in the Town of Lake Park Community Redevelopment Agency Property, Casualty and Workers' Compensation 2018/2019 Program Evaluation presented by Gehring Group, a copy of which is attached hereto and incorporated herein as **Exhibit "A"**, for the provision of property and casualty insurance coverage through the Preferred Governmental Insurance Trust; and

WHEREAS, the Lake Park CRA has directed that adequate funds be allocated for such coverage in Fiscal Year 2019.

**NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BOARD OF THE
COMMUNITY REDEVELOPMENT AGENCY OF THE TOWN OF LAKE PARK,
FLORIDA AS FOLLOWS:**

Section 1. The whereas clauses are incorporated herein as true and correct and are hereby made a specific part of this Resolution.

Section 2. The Lake Park CRA hereby authorizes and directs the Executive Director to obtain for Fiscal Year 2019 property and casualty insurance coverage through the Preferred Governmental Insurance Trust for the Lake Park CRA as outlined in the attached **Exhibit A**.

Section 3. This Resolution shall become effective immediately upon adoption.

EXHIBIT A

**Town of Lake Park - Community Redevelopment Agency
Property & Casualty and Workers' Compensation
2018/2019 Program Evaluation**



Coverage Type	Preferred Governmental Insurance Trust 2017/2018			Preferred Governmental Insurance Trust 2018/2019		
	Deductible	Liability Limits	Premium	Deductible	Liability Limits	Premium
Property , Inland Marine	\$ 2,500	\$ 299,000	\$ 1,808	\$ 2,500	\$ 304,500	\$ 1,808
General Liability	\$ -	\$ 2,000,000	\$ 3,500	\$ -	\$ 2,000,000	\$ 3,500
Public Officials Errors and Omissions/ Employment Practices Liability	\$ -	\$ 2,000,000	\$ 3,000	\$ -	\$ 2,000,000	\$ 3,000
Company Service Fee:						
Total Annual Premium:			\$ 8,308			\$ 8,308
\$ Increase or Decrease:			N/A			\$ -
% Increase or Decrease:			N/A			0.0%

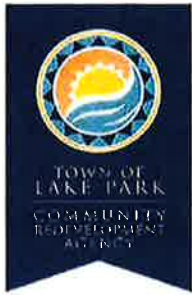


Exhibit "D"

CRA
Agenda Request Form

Meeting Date: September 5, 2018

Agenda Item No. Table

Agenda Title: Discussion Concerning Hiring a Marketing Firm to Help Market the Lake Park Community Redevelopment Area

- ☐ Consent Agenda ☐ Discussion/Possible Action
☐ Presentation ☐ Resolution
☒ **Other – New Business**

Approved by Executive Director: [Signature] **Date:** 8-20-18

[Signature]

Name/Title: Assistant Town Manager / Human Resources Director

Originating Department: Town Manager	Costs: Funding Source: Acct. # [] Finance _____	Attachments: None
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Summary Explanation/Background:

On July 31, 2018, the Town Manager and staff met with Valerie Skaggs, Head Person of the Ryan Williams Agency (RWA) to discuss the possibility of having this firm provide marketing assistance to the Town's Community Redevelopment Agency (CRA) area, the purpose of which is to put into effect the recommendations made by Treasure Coast Regional Planning Agency in its Market Study/Branding Findings and Recommendations as presented to the CRA Board on October 25, 2017. During this meeting, RWA advised that it had performed marketing services for the Boynton Beach CRA. The purpose of this agenda item is two-fold: (1) It is to discuss the marketing services for the Lake Park CRA as described in this paragraph, the goal of such services would be to attract millennials into the CRA area, especially the downtown area, and help to attract businesses into the downtown area and help fill vacant commercial properties; and (2) To determine if the Lake Park CRA, as a public agency, should issue a Request for Letters of Interest for such services.

While RWA performed marketing services for the Boynton Beach CRA, RWA has advised that it was hired to provide such services without having to respond to a competitive bid process.

As information, while the CRA does not have a purchasing Ordinance, Town Code defines cooperative purchasing as: "A method of purchasing the same goods or services with the same terms and conditions utilizing a contract issued by another public agency that has fulfilled the requirements of competitive solicitation (commonly referred to as 'piggybacking')".

The engagement of a marketing firm to help market the CRA area as described above has been included in the CRA's Fiscal Year 2019 in the Professional Services line item.

There is no recommended motion as this is for discussion only.